

Abstract of the Disclosure

An administrator contracts with an advertiser and a holder holding a right to let a third person use digital content. The holder sets the digital content to become usable by
5 using an execution key, downloads the execution key to the administrator through a network, and downloads the digital content not made usable to a distributor through the network. The distributor downloads the digital content to a user through the network. When the user sends an execution
10 declaration of the digital content to the administrator, the administrator downloads the execution key and an advertising information piece received from the advertiser to the user through the network. Therefore, the user can use the digital content made usable by the
15 execution key while seeing the advertising information piece. Thereafter, the administrator collects an advertisement rate corresponding to the number of execution times of the digital content from the advertiser and pays an execution fee corresponding to the number of
20 execution times of the digital content to the holder. Accordingly, the user can enjoy a desired digital content without charge, and the administrator is not required to collect the execution fee from each of many users.